

Advertising Age

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March 10, 1980

Showdown nears on FTC's fate

WASHINGTON—A President up to his neck in political and foreign policy emergencies may have to decide before this week ends whether to take on Congress in a veto fight that could shut down the Federal Trade Commission.

House and Senate negotiators working to beat a March 15 deadline when FTC operating authority and working funds expire, are being told that the President will not accept a bill that lets Congress veto FTC actions or intervene before they are final. Now it is hardball time, and the White House wants Congress to believe that President Carter thinks the stakes are so high that he's ready to shut down the FTC in order to hold his ground.

So far there is no sign that Congress is sufficiently worried that it's going to give the White House everything it insists it has to have. Only last week the House overwhelmingly voted to instruct its negotiators to stand firm for the House bill, with its so-called "one House veto" and its provisions terminating FTC activities involving the Sunkist citrus marketing system as well as the sales practices of funeral directors.

■ The White House perspective is that much more is involved here than FTC, and that this is the time for the President to take his stand. Once a "deal" is cut giving Congress power to veto FTC actions or intervene in pending business, it is argued, then similar Congressional interventions will be extended to one regulatory agency after another.

The White House apparently has no quarrel with the provisions of the Senate's version of the FTC bill, which provides for "expedited review" of FTC actions, but re-

(Continued on Page 82)



'I switched'

Retired football star Nick Buoniconti will put down his bottle of Lite to go work for arch-rival Anheuser-Busch Natural Light.

Lite stars switch for new A-B ad assault on Miller

TAMPA, FLA.—The almost personal war between beer industry rivals Anheuser-Busch and Miller Brewing Co. becomes even more combative as the St. Louis-based market leader gets set to go on the air with some former Miller superstars who've switched.

Anheuser-Busch Natural Light, the No. 2 beer in its category, will undertake a major assault beginning in April on Miller's Lite, the category leader, urging Lite drinkers to switch, Dennis P. Long, president of Anheuser-Busch, disclosed here.

■ Mickey Mantle, Nick Buoniconti and Joe Frazier, who all appeared previously in Lite advertising by Miller, will make the announcement that they have switched to Natural Light. Rounding out the assault team—which comedian

and Natural Light continuing spokesman Norm Crosby refers to as "five athletic supporters"—will be Walt Frazier and Catfish Hunter. "Ray J. Johnson" also will continue in some ads.

■ "Taste is why you'll switch" is what Natural Light will suggest to drinkers of Miller's Lite.

Anheuser-Busch and Kraft Inc. were among several major companies disclosing marketing plans at the annual winter meeting in Florida of the Consumer Analysts Group of New York. A report on Ralston Purina Co. follows on Page 82. These reports were written by ADVERTISING AGE senior editor Henry R. Bernstein.

Mr. Long noted that his company's Michelob Light completed rollout last year and is now third in the category. Natural Light and Michelob Light (both D'Arcy), combined, have 23% of the market. "We intend to gain dominance in this category," he said. Mr. Long spoke at a special Busch Gardens "field trip" session of the Consumer Analysts Group of New York.

■ Anheuser-Busch's experiment with an import, Wurzbacher Hofbrau (TBWA), is "in an acceptable development stage," Mr. Long said. Following reformulation of advertising currently under way, test marketing of Wurzbacher will be extended beyond Atlanta, Boston and Hartford—to Baltimore, Cincinnati, Louisville and Washington. (Continued on Page 82)

Kraft sets May pouch entree test

SARASOTA, FLA.—Kraft Inc., contending it has done its homework, but admitting it faces an intriguing marketing challenge, will move into five undisclosed test markets in May with its line of fully cooked meal entrees in retort pouch packaging (AA, Oct. 29).

With Stouffer's frozen entrees and a line of retort packaged products now testing from ITT Continental Baking seen as the primary competition, the company will test five entrees under the name A La Carte—beef stew, creamed chicken, sweet and sour pork, beef Stroganoff and beef Burgundy.

The retort pouch allows the company to combine frozen food quality with shelf-stable convenience—without putting the

product in a can. The Kraft entrees, in single serving size, are ready to eat after heating the pouch in boiling water for five minutes.

■ The retort pouch entrees are seen as giving Kraft an opportunity to build on its packaged dinner consumer franchise and its merchandising experience, Donald J. Andler, marketing manager-product development, told the analysts.

A La Carte will be positioned in a prepared foods category estimated by Selling Areas-Marketing Inc. to be \$1.4 billion at retail in 1980, including the \$1.3 billion frozen entree segment, \$130,000,000 canned meat segment and \$20,000,000 pasta with meat segment, the Kraft

exec said.

The retort pouch, although successful in Europe and Japan, has met consumer resistance in the U.S. and its place in the supermarket is yet to be determined. "It's a packaging process in search of a market," Mr. Andler said.

A La Carte faces the intriguing marketing challenge of being a shelf product with its primary competition—Stouffer entrees—in the frozen food section. A further challenge is presented by the fact that there are two polarized targets for the products—youth (both singles and married) and older "empty nesters"—rather than a classic mass market of traditional households with children.

Consumer resistance also must be overcome. Although A La Carte

entrees are said to taste better than canned products and two-thirds of consumers who taste-tested found them equal or better in taste and quality to Stouffer entrees, consumers have an expectation of poor quality, Mr. Andler said. Consumers also react negatively to the retort item's higher price, compared to a canned product.

Kraft will distribute A La Carte in prepackaged merchandising display trays offering upright facings. Primary marketing objectives in test markets are to determine true sales potential, challenge ITT Continental in one or more markets to determine total category potential for two competing brands, and to achieve a shelf velocity of 2,500 cases nationally. (Continued on Page 82)

Eastern route portends ad war

By JOSH LEVINE

NEW YORK—An airline industry advertising boom will follow in the wake of the first Eastern Airlines jets to fly from one coast to the other June 1.

Already one of the most crowded and competitive routes in the country, the New York to Los Angeles and San Francisco market will become the arena where the major trunk carriers test their marketing ingenuity and moxie and ultimately decide the success of airline deregulation, according to Julius Maldutis, an industry analyst with Salomon Brothers. Mr. Maldutis re-

tailed report on transcontinental routes.

"No doubt about it, there's going to be an advertising war that will make these markets the subject of a violent struggle," Mr. Maldutis said. "The outcome of the struggle can almost determine the future of deregulation."

■ The spark to the marketing tinder is the entrance of Eastern, which has mapped out an ambitious marketing and advertising program to penetrate routes with which it generally is not associated. Ads for Eastern's Trans-Con, the brand name Eastern has given the N.Y./L.A. and N.Y./S.F.

runs to overcome its image as a Florida carrier, broke last week.

The key features of Eastern's seven daily Trans-Con flights—four to Los Angeles and three to San Francisco—are its Cabin 1 business class, an attractive super-saver fare and the guarantee that its \$195 one-way coach price will not increase through 1980—a bold commitment when many carriers periodically are seeking relief from the rising price of fuel.

"What we're trying to achieve is a sharply characterized product," said William Dowse, vp-advertising for Eastern Airlines. "Instead of competition through price alone, we're entering a period of innovation in product relative to different pricing levels."

Eastern's attempt to woo the business flyer with Cabin 1 is backed by newspaper and radio ads in New York, Los Angeles and San Francisco that broke last week via Young & Rubicam. Tv commercials are due to break later this

(Continued on Page 82)

last minute news

Arctic Lights introducing five-pack cartons

LOUISVILLE, KY.—Brown & Williamson Tobacco Co. is now distributing Arctic Lights cigarettes in five-pack cartons nationally. The carton promotion for the year-old, 9mg tar menthol, is receiving p.o.p. support via Rosser Reeves Inc., New York.

Christie's moves to Martin, Sturtevant shop

NEW YORK—Christie's, one of the world's largest auctioneering houses for antiques and fine art, has moved its estimated \$4,000,000 U.S. account to Martin, Sturtevant, Silverman & Marshall after dismantling an in-house ad operation.

'Newsweek' to test 'Focus' magazine

NEW YORK—Newsweek will test a new magazine, tentatively titled Focus, with a first issue devoted to science and slated to appear in May. Mark Edminston, Newsweek exec vp, will be publisher and Carla Graubard special projects director of the proposed monthly. A decision is due in October for a 1981 launch, Mr. Edminston said. Each issue will deal with a different theme.

General Mills rolls cereal, tests dessert

MINNEAPOLIS—General Mills is introducing nationally its Crispy Wheats 'n Raisins ready-to-eat cereal, testing since 1977. Tv and print

(Continued on Page 8)

NEWSRATER

right

WASHINGTON DC 20014
7101 WISCONSIN AVE
CONGRESSIONAL INFO
TO SR AP
R HAGELMAN SECT TO
DC 20014
02115920013

Coffee share dip challenges Hills and WRG shop

By JOHN REVETT

LOS ANGELES—Wells, Rich, Greene/West has been handed the \$6,000,000 Hills Bros. coffee account at a time when the San Francisco company appears on one hand to be emerging from a Brazilian jungle of corporate intrigue and on the other to be in danger of sliding off the U.S. coffee marketing map in terms of market share.

The appointment of WRG to succeed BBDO follows eight, perhaps nine, straight years of market share losses that have seen Hills slip from 9.3% of the regular coffee market in 1971 to 6.9% in 1978. Company execs say last year Hills regular stabilized at 7%, but sources that research the field reported Hills at 6.2% last fall. Hills' instant dropped from a 1.3% share to a 0.3% share over the period.

There were indications that Hills Bros. Brazilian parent, Copersucar, Sao Paulo-based sugar and alcohol conglomerate, has backed off in the past two years from the active role it had begun to take in

the American company following acquisition four years ago (AA, Sept. 20, '76). Copersucar paid \$38,000,000 for Hills.

"The marketing conditions in the U.S. were different than they had perceived," said a source involved with new product development for Hills. "At first there was all sorts of cultural noise, and top management at Hills was effectively silenced. But that's been changing."

Although Hills Bros. has not made any progress in the four years, a Copersucar official said he knew of no plans to sell the company.

It was said by several sources that Copersucar and its chairman at the time, Jorge Wolney Atalla, brought about the Hills Bros. agency switch late in 1976 from Doyle Dane Bernbach, Los Angeles, to BBDO in New York, because the Brazilians wanted the brand handled by, as one put it, "the biggest agency they could get."

(Continued on Page 84)



'The light yogurt' expands markets

Canada Dry is positioning Sippity as the yogurt 'so light you sip it,' in tv commercials. Current introduc-

tion in the New York metropolitan area puts the drink in eight states. North Castle Partners is the agency.

RC 100—not an easy sell

By JACQUES NEHER

CHICAGO—Despite one critic's belief that Royal Crown Cola Co. will penetrate little more than "the hypochondriac market" with its new sugar-free, caffeine-free cola called RC 100, the company is convinced the new product can make a significant dent in the diet cola category.

"There's been some concern raised on the caffeine issue and there's news coming out on an ongoing basis," said Royal Crown vp-marketing Larry Atseff. "The product is timely."

Mr. Atseff said RC 100 "will obviously appeal to people who drink sugar-free colas and may even

appeal to those who don't. It has an outstanding taste."

Sugar-free colas account for less than 10% of soft drinks sold in stores, but Mr. Atseff said it would be "very risky" to predict how well the product will do. "When Sanka got started in 1928, I doubt they ever knew it would become what it is today." Most colas contain about one-fourth the caffeine found in a similar amount of coffee.

As in all soft drink introductions, RC 100's success will depend "on how much the bottlers will support it," he said. The "100" stands for 100% free (Continued on Page 81)

RCA, Zenith plug into disc adventure

By JAMES P. FORKAN

NEW YORK—RCA Corp. and Zenith Radio Corp., the top two tv set marketers that also are among the top four in videocassette sales, have joined forces to carve out leadership roles in the new world of videodiscs.

Although Zenith was the plum long sought by RCA, Magnavox and Matsushita, there are still more than 10 other potential licensees yet to be plucked. These companies, some of which reportedly have signed with RCA or Magnavox, include giants General

Electric and GTE-Sylvania, as well as Hitachi, Mitsubishi, Sanyo, Sony and Sharp.

The big benefit in their move, Zenith and RCA stressed, is that consumers will have "a broad choice of compatible videodisc products." RCA plans to market more than 300 titles for SelectaVision; Zenith will add its own software, although the latter is not talking specifics yet.

In going with the mechanical pickup format (using a diamond stylus on the disc groove), RCA and Zenith will not be compatible

with the optical pickup (using laser beams to read the disc surface) developed by MCA-Philips-Magnavox. Zenith at one point mulled going with an optical system too.

Magnavox' disc system has run into production and delivery snags in its test markets and reportedly sold less than 10,000 units so far. Moreover, Magnavox and MCA have been set back by deals that earlier saw CBS Video Enterprises and numerous movie studios going with RCA. Still, industry sources noted, nearly all those RCA deals are "non-exclusive,"

meaning MCA may yet land some as well.

Magnavox is ahead on one front in the disc war—it has named Campbell-Ewald to handle its Magnavision national campaign (AA, Feb. 25), while RCA has yet to choose a SelectaVision agency. Zenith is likely to stick with Foote, Cone & Belding, Chicago, since that is its consumer products agency and there is "no reason" to change, a spokesman said.

No one is discussing their marketing strategies yet, but Zenith said its "solid product launch" ad-

vertising will go national from the start in "mid-1981," rather than the market-by-market rollout being used by Magnavox. The latter is aiming for national distribution in "early '81."

RCA will open the year with its own hefty advertising blitz. Coupled with its strong dealer network, this should mean the same domination of the disc field as RCA enjoys in vcr's. RCA last year topped Zenith in color tv set sales but started slowly in vcr's, scrapping its own project to license Matsushita's vhs format. Now it is the vcr leader, while Zenith, licensing Sony's Beta format, is fourth, according to most sources.

RCA plans to produce 200,000 disc players in '81 but Zenith won't discuss its output. A spokesman, noting that the RCA-Zenith agreement is not a one-way licensing agreement, said the two will exchange developments on each other's disc players.

Matsushita has announced its plan to adopt the video high density (vhd) system of Victor Co. of Japan (JVC), using a stylus on a grooveless disc, rather than its own VHS-C Pak (AA, Jan. 28). Matsushita's best chance at the U.S. disc market, sources felt, evaporated when Zenith went with RCA and they contend that the Japanese company cannot now match its success in vcr's, where it and licensees hold an estimated 65% against Sony's Beta format. Sony, which led the vcr market until RCA's entry and which has its own disc system for the non-home market in development, could become a Magnavox licensee, some said.

Some sources offered a "domino theory" that saw GE, GTE-Sylvania and others heading for RCA now, if they were not before. Price has been one oft-cited factor swaying companies RCA's way, with its \$500 price \$225 lower than Magnavox'. U.S. Pioneer soon will announce plans for its optical laser disc, which could come out before RCA, but at a higher price.

highlights

Monday, March 10, 1980

Us magazine has been sold to Peter Callahan, president of Macfadden Women's Group, New York, by the New York Times Co. See Page 4.

Agency & Mailer predicts that media prices will almost triple, among other changes in the next decade. See Page 6.

Dog food marketers set massive ad budgets and new products for this year's continuing category battle. See Page 19.

Carte Blanche tries to open more doors with a much-increased ad drive to reach the young, affluent market. See Page 12.

Theodore J. Gage explains how brokerage houses market themselves to gain consumer loyalty in hopes that people will think of them for all their investment needs—not just stocks and bonds. See Page 49.

Felix H. Kent takes a look at the challenges to media discount buying and court rulings on the challenges. See Page 52.

Morton B. Elliot offers rules to follow to make the most of exhibits for trade shows and con-

ventions. See Page 38.

Phoenix Mutual Life Insurance Co. is fighting new regulations limiting price advertising for life insurance. See Page 39.

Toyota and Nissan, Japan's two biggest auto makers, may produce passenger cars in Taiwan rather than in the U.S. See Page 60.

China Airlines, Taiwan, has withdrawn all its advertising from Newsweek because of a story in the Jan. 21 edition of the magazine. See Page 62.

Gloria Vanderbilt jeans finally made it to London last week, and the hoopla send-off took place, believe it or not, in the House of Lords. See Page 64.

D'Arcy-MacManus & Masius leads the other agencies in the recently released Media Expenditure Analysis Ltd. rankings for 1979. See Page 66.

Doyle Dane Bernbach's latest research report shows that women still base much of their self-confidence on their appearance. See Page 67.

Wall Street Final publisher Michael Goldstein says the new

Manhattan tabloid will appear in late April or May. See Page 69.

The fledgling Women's Basketball League is struggling to increase attendance and attract advertisers. See Page 70.

ABC is most aggressive in prime time boxing, with Larry Holmes and three '76 Olympics medalists picking the most potential ratings muscle. See Page 72.

Seas, Baebuck & Co. came up with a modest plan to satisfy the Consumer Product Safety Commission's recall requirements. See Page 80.

CBS sees the next decade as the time to capitalize on the new communications technologies. See Page 80.

Polaroid Corp. will introduce two new instant cameras later this month. See Page 83.

NBC plans to air two six-hour miniseries during the May sweeps and is preparing two major productions for fall. See Page 86.

Section 2

Government regulations, business restrictions, environmental demands and industry innovations have each played a part in changing the out-of-home advertising industry. Read how the industry adapted to the changes, improved their product, and what they expect in the future in Section 2/Out-of-Home, beginning opposite Page 44.

REGULAR FEATURES

ADBEAT	78	PHOTO REVIEW	28
ADVERTISER PEOPLE	77	PRESSTIME	9
ADVERTISING MARKETPLACE	73	REGIONAL NEWS	38
ADVERTISING STOCK PRICES	86	RESEARCH BEAT	40
AGENCY PEOPLE	72	RESEARCH PEOPLE	45
BRADY	65	VIDEOTECH	32
CON-SIDERATIONS	18	VOICE OF THE ADVERTISER	56
EDITORIAL VIEWPOINT	18	WASHINGTON BEAT	34
FEATURES SECTION	49		
FOR THE RECORD	81	FIGURES TO FILE	
LONDONLINE	64	NEWSPAPER ADVERTISING INVESTMENT—	70
OBITUARIES	67	OCTOBER, 1979	

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Women's Basketball League tries promotion hype

By SAM HARPER

NEW YORK—Struggling to shine among other, more popular spectator sports, the fledgling Women's Basketball League is using every promotional gimmick it can muster to boost attendance and hopefully attract additional advertisers.

Plagued by poor management and insufficient funds, the WBL has lost two of its teams and a number of coaches and players this season. The prevailing suspicion among sportswriters is that WBL is not long for this world, a prediction that has done nothing to encourage sponsor participation.

However, the New York Stars, currently leading the league, is one team that will not give up. Club president Ed Reisdorf acknowledges

that the team is suffering financially, but he is steadfast in his belief that the future of the league is bright. "One day," he said, "I am going to walk into Madison Square Garden, and the place is going to be packed with screaming fans."

Mr. Reisdorf's dream apparently is a long way off because attendance at Stars' games is average 2,500 in the Garden, which seats 18,000. However, he is banking on the fact that his promotion efforts will start the turnstiles clicking faster. "We are pushing now the way the North American Soccer League was pushing in the mid-70s. Hopefully we'll have the same kind of success," he said.

Other teams in the league—the Milwaukee Doves, the California Dreams, the Dallas Diamonds, the Houston Angels and the New Jersey Gems, among others—are having problems similar to the Stars' women.

The Chicago Hustle and the Iowa Cornets are having the least trouble with attendance in the WBL, attracting an average of 3,500 fans per game. Mr. Reisdorf pointed out that the Hustle has outdrawn the Chicago Bulls of the National Basketball Assn. on three occasions, a milestone that can be attributed to the live broadcasts of the Hustle games on WGN-TV. The New York Stars have never had a game broadcast live, but Mr. Reisdorf says he is now negotiating for broadcast time during the WBL playoffs, in which the Stars recently clinched a berth.

Mr. Reisdorf said that the WBL audience is two-thirds female, ranging from 18 to 35 years of age. "Generally, the women watching women's basketball have not been sports fans before, and they're getting great pleasure out of watching other women participate in sports."

Currently, Manufacturers Hanover Trust Co. and Dairy Lea, a milk cooperative, are the only major advertisers significantly involved with the New York Stars. The bank is picking up expenses for the publication of the Stars' game schedules in exchange for ad space. Dairy Lea offers free tickets

at the point of sale to Stars fans saving milk carton panels.

"We'd like to see an Avon or a Bristol-Myers get involved with the league," Mr. Reisdorf said. "The reach would be perfect for some of their products." Avon currently is sponsoring the Avon Women's Tennis Championships.

The New York Stars have been sponsoring halftime games between employees of local tv and radio stations here. This month it will host five charity nights on behalf of such organizations as the Leukemia Society of America, with which the team will split gate receipts. "The idea behind these promotional nights is to get people to buy tickets," Mr. Reisdorf said. "That is the bottom line."

Other advertisers involved with the New York Stars on promo-

tional "giveaway nights" are Texas Instruments and Nylantic Airlines. "People are starting to call us now," Mr. Reisdorf said, though he admitted that calls are few and far between.

The New York Stars currently are spending \$100,000 on a radio effort emphasizing the team's won-lost record, which is the best of all New York's pro sports teams. The 30-second spots are being aired on WYNY, WNBC, WRLR and WPIX.

Page and Kaye Young, the Stars' blond identical twins, are currently drawing attention to the league in a commercial for Dannon yogurt. That type of thing doesn't hurt us," Mr. Reisdorf said. "But we'd love to see sponsors like Dannon involved on a wider basis."

Marsteller handles Dannon yogurt.

Mr. Reisdorf admits that the WBL is having some problems with financial management, problems that caused the collapse of the Washington Metros and the Philadelphia Fox and the desertion of one of the league's most noted coaches, Larry Costello of the Milwaukee Doves. "The women who play for my team are not complainers," said Mr. Reisdorf, who dishes out an average annual salary of \$20,000 to each member of the Stars. "These women are the pioneers of the WBL, and they recognize that. They also love the sport."

"Back," he added with a smile, "they want to play as much as the next guy." ♦

FLASH REPORT: Newspaper advertising investment for December

Source: Media Records Inc.

CATEGORIES	YEAR	IN MILLIONS											DOLLARS		CHANGE	
		5	10	15	20	25	30	35	40	45	50	55	1979	1978	ACTUAL \$	% CHG.
Amusements	1979												\$ 16,583,120	\$ 16,075,547	- 507,573	- 3.2
	1978															
Apparel & accessories	1979												13,818,917	12,380,783	- 1,425,134	- 11.5
	1978															
Auto supply, service shops	1979												4,084,345	3,567,396	- 516,949	- 14.5
	1978															
Building contractors	1979												583,614	499,371	- 84,243	- 16.9
	1978															
Building materials, hardware	1979												4,784,269	4,080,916	- 703,353	- 17.2
	1978															
Department stores	1979												59,232,096	56,443,314	- 2,788,784	- 4.9
	1978															
Drug stores	1979												6,324,957	5,668,861	- 656,096	- 11.2
	1978															
Eating & drinking places	1979												3,029,610	2,733,656	- 295,954	- 10.8
	1978															
Food stores	1979												16,253,424	13,767,109	- 2,486,315	- 18.1
	1978															
Furniture & furnishings	1979												26,632,191	24,777,612	- 1,854,579	- 7.5
	1978															
General merchandise stores	1979												31,364,717	27,185,984	- 4,178,733	- 15.4
	1978															
Real estate	1979												3,443,445	2,902,755	- 540,690	- 18.6
	1978															
Shoe stores	1979												1,577,661	1,294,323	- 283,338	- 21.9
	1978															
Sport & leisure time equipment	1979												6,697,379	5,156,757	- 1,540,622	- 29.9
	1978															
Public service utilities	1979												1,322,902	1,427,232	104,330	7.3
	1978															
Banks & trust companies	1979												2,642,151	2,612,663	- 29,488	- 1.1
	1978															

This Flash Report of newspaper advertising investment, compiled for Advertising Age by Media Records, is derived from tabulations that cover 35 cities and 25 Sunday editions in 15 cities—Atlanta, Baltimore, Boston, Chicago, Cleveland, Dallas, Den-

ver, Detroit, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco and Washington. The report indicates marketplace strengths and weaknesses.

Sports, leisure leads dailies' December

NEW YORK—Sporting and leisure time equipment newspaper advertising rose 29.9% in dollar spending during December, 1979, compared with the same month a

year earlier, according to the December Flash Report prepared for ADVERTISING AGE by Media Records.

The rise was the highest posted by any of the 16 categories monitored for AA by Media Records in the 15 cities whose newspapers are measured (see chart). Only public service utilities posted a loss (down 7.3%).

Department stores, newspapers'

leading dollar category, gained 4.9%. It was followed in the top five by general merchandise stores, furniture and furnishings, amusements and food stores.

Percentage gains of 15% or better were registered by building contractors (16.9%), building materials and hardware (17.2%), food stores (18.1%), general merchandise stores (15.4%), real estate (18.6%) and shoe stores (21.9%). ♦

Lubalin changes name

Herb Lubalin Associates, New York, has changed its name to Lubalin, Peckolick Associates, reflecting the appointment of Herb Lubalin to chairman and Alan Peckolick to president of the graphic design company. Mr. Lubalin formerly was president, while Mr. Peckolick was vp-partner.

In addition, LPA has affiliated with Corpcom Services, a design, communications and research consultancy and agency, in an effort to provide one another with expanded facilities. The two operations will operate independently.

Empty REELS and BOXES
for Audio & Video Tape
ASK FOR OUR CATALOG OF PROFESSIONAL RECORDING SUPPLIES

Poly Corp. 312/298-5300
1233 Rand Rd. • Des Plaines, IL 60018



Dancing for McAn

Models dance their way across a black art deco style set in a new Thom McAn shoe commercial, just breaking in 55 markets. Agency is BBDO. Spot directed by David Dee of David Dee Productions, New York.

Using the #1 "Energy" premium is like offering

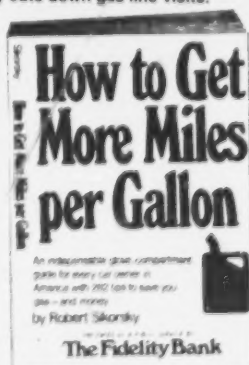
FREE GAS!

Can improve any driver's mileage up to 33%...thereby giving FREE use of previously wasted gas dollars. Dramatically cuts down gas line visits.

ENDORSED BY THE U.S. DEPARTMENT OF ENERGY

Most definitive book of its kind. A runaway, paperback bestseller at \$2.95. Act now to get in on massive press run of exclusive, uncut premium edition. 5M cost just 68¢ including free reprint of corporate identification on front cover. (Less in larger quantity) Back cover has strong, unprecedented U.S. DEPT OF ENERGY endorsement. "If we can get 'HOW TO GET MORE MILES PER GALLON' into the hands of the average driver, we can start cutting fuel consumption right away." Written by famed Petroleum Geologist Robert Sikorsky, with technical aid from GM, FORD, SHELL OIL, and the U.S. ENVIRONMENTAL PROTECTION AGENCY, straight-forward, non-gimmicky book gives nearly 300 ways to cut skyrocketing gas costs. Spend 30 minutes with it and you'll be convinced it's the timeliest, most attention-getting public relations opportunity you've had in years.

For a FREE review sample, request on company letterhead, or attach business card to this ad.



REDWOOD HOUSE P.O. Box 438AA, No. Arlington, NJ 07032

Magazine Advertising Data 1979

Ad expenditures:	Ad pages:
Jan.-Dec.	Jan.-Dec.
79—\$2,671,052,606	79—119,832.27
Jan.-Dec.	Jan.-Dec.
78—\$2,364,768,842	78—115,107.63
Increase: +13%	Increase: +4%

Top Ten Advertisers	1979	1978	% Change
R. J. Reynolds Industries	\$114,868,977	\$ 71,401,963	+61
Seagram Co. Ltd.	84,876,808	68,573,009	+24
General Motors Corp.	67,550,695	53,822,776	+26
Philip Morris Inc.	64,650,881	52,924,622	+22
General Foods Corp.	41,240,485	36,205,436	+14
Procter & Gamble Co.	40,640,125	33,693,802	+21
B.A.T. Industries Ltd.	36,081,404	22,533,648	+60
Loews Corp.	35,745,351	26,398,825	+35
American Brands	31,399,445	25,950,232	+21
Ford Motor Co.	31,042,280	23,081,336	+34

Top Ten Product Categories	1979	1978	% Change
Cigarettes & tobacco	\$281,165,813	\$203,040,522	+38
Beer, wine & liquor	236,089,716	192,833,219	+22
Automotive	223,663,058	220,834,175	+1
Toiletries & cosmetics	198,088,138	165,109,333	+20
Food & food products	186,224,085	173,327,733	+7
Business & consumer services	172,068,702	145,907,523	+18
Publishing & media	132,303,903	120,066,160	+10
Travel, hotels & resorts	110,293,716	97,487,749	+13
Retail & or direct-by-mail	104,680,142	100,062,873	+5
Apparel & footwear	92,289,800	85,835,492	+8

SOURCE: PIB/NA Magazine Analysis Service covers 102 consumer magazines constituting about 90% of consumer magazine ad dollars. It is compiled and published for Publishers Information Bureau by Leading National Advertisers.

Magazine growth slows in '79 after 3 fast years

NEW YORK—The magazine industry continued to grow in 1979, but not at the dazzling pace it enjoyed during the three previous years, when increases were 20% or more.

From January to December, 1979, magazine ad expenditures grew 13% to \$2.671 billion, while ad pages increased 4% to almost 120,000. In 1978, ad expenditures in magazines zoomed ahead 20% to \$2.364 billion, while ad pages climbed 8% to more than 115,000.

For 1979, as in 1978, R. J. Reynolds Industries was the top magazine advertiser. In 1979 it plowed almost \$115,000,000 into magazines, up 61% over the \$71,401,963 spent in this medium in 1978. Second-place Seagram Co. Ltd., with an \$84,876,808 magazine budget, increased expenditures 24% from 1978.

All the top 10 advertisers increased their magazine budgets last year, with fifth place General Foods Corp.'s 14% being the smallest increase.

Spending also was higher in each of the top 10 product categories. Cigarettes and tobacco showed a 38% increase to \$281,165,813. The automotive industry boosted its magazine allowance only 1% to \$223,663,058.

Ohio shop name change

Mills Hall Walborn Advertising, Cleveland, has changed its name to Mills Hall Walborn & Schurdell Advertising, and moved to 29125 Chagrin Blvd., Cleveland 44122. Ted Schurdell, president, has been a partner for three years.

Cholakis to Fisher-Feld

John Cholakis has been named to the new post of director of tv-radio, Fisher-Feld, New York. He had been vp-radio and tv at Marchbanks Co. Mr. Cholakis will handle Murjani's Gloria Vanderbilt jeanswear commercials.

Material in the accompanying chart was provided by Leading National Advertisers for ADVERTISING AGE. #

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A revolution in the city room

(Continued from Page 65)

"How could anyone possibly prefer Max over me? I know he and Fox Butterfield used to be pals..."

Gelb smiled suavely. "And isn't that why you sent Butterfield off to China with Ed Koch?"

Rosenthal broke into a rare grin. "A shrewd move, that," he acknowledged, then, once again lapsing into despair, he muttered:

"I can see people voting for Scotty Reston or Rick Smith or even Albin Krebs. But Max Frankel..."

Arthur Gelb leaned closer and whispered into the editor's ear.

"Max says a vote for him means no one has to cover Mafia funerals anymore, an amnesty on expense account padding, and dollar martinis in the cafeteria from four o'clock on."

Abe Rosenthal looked stricken. "And," Gelb continued, "Max is telling people he can guarantee a good review in the Sunday book section to any Times staffer who writes one."

"Gelb," groaned Abe Rosenthal in despair. "Is there no hope? Isn't there anything I can offer them? Mother of mercy, is this the end for Abe?"

Arthur Gelb hesitated for a mo-

'Campaigns, Elections' debuts as quarterly

Campaigns & Elections, a new political quarterly, published its maiden issue in February. Subscriptions are priced at \$24 a year. Ad closing for the summer issue is May 1. A b&w page is \$775. The publisher is Information for Industry, Washington.

ment. "Would you believe free trenchcoats for everyone...?"

Mr. Brady, who writes fiction, refuses to reveal his sources at the Times for the above account.

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